



INFLUENCE OF PERCEPTION ON GREEN PRODUCTS TOWARDS  
GREEN PURCHASE INTENTIONS

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS ADMINISTRATION

UNIVERSITY TEKNOLOGI MARA (UiTM)

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“DECLARATION OF ORIGINAL WORK”

I, Mohamad Saiful Azmi Bin Hambali, (I/C Number: 940419-01-6539)

Hereby, declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks sources of my information have specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## **LETTER OF SUBMISSION**

The Head of Program  
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Faculty of Business Administration  
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Kampus Bandaraya Melaka,  
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Dear madam,

### **SUBMISSION OF PROJECT PAPER**

Hereby is the attached of project paper title “influence of green product perception on green purchase intention”. I am required to do a project paper on the above topic. Here, I submitted the full report and I really hope that this will fulfill the requirement for the Bachelor of Business Administration (Hons) Marketing.

Thank you

Yours sincerely,

Mohamad Saiful Azmi Bin Hambali

2017267058

# TABLE OF CONTENTS

TITLE PAGE

DECLARATION OF ORIGINAL WORK

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF TABLES

ABSTRACT

<b>1. CHAPTER 1: INTRODUCTION .....</b>	<b>2</b>
1.1 Introduction .....	2
1.2 Background of Study .....	2
1.3 Problem Statement .....	4
1.4 Research Objectives .....	5
1.5 Research Questions .....	5
1.6 Significance of Study .....	5
1.7 Scope and Limitation of Study .....	6
1.8 Definitions of Term .....	7
1.9 Conclusion .....	8
<b>2. CHAPTER 2: LITERATURE REVIEW.....</b>	<b>9</b>
2.1 Introduction .....	9
2.2 Purchase Intention of Green Product. ....	9
2.3 Green Packaging .....	10
2.4 Green Product Value.....	11
2.5 Eco-label.....	12
2.6 Green Advertisement .....	13
2.7 Green Corporate Perception. ....	14
2.8 Theoretical Framework .....	16
2.9 Conclusions. ....	17
<b>3. CHAPTER 3: METHODOLOGY .....</b>	<b>18</b>
3.1 Introduction. ....	18
3.2 Research Design.....	18
3.3 Population .....	18
3.4 Sampling Design .....	18
3.4.1 Target Population .....	19
3.4.2 Sampling Frame .....	19
3.4.3 Sampling Technique .....	19
3.4.4 Unit of Analysis .....	20

## **ABSTRACT**

The aim of this research is to study the influence of perception on green products towards green purchase intentions. This research is based on sample of 76 respondents where the respondents is student of BBA(Hons) Marketing from Universiti Teknologi Mara, Cawangan Melaka, Kampus Bandaraya Melaka. From the results of this research, it shows that only green product value and green advertising have significant influence on green purchase intentions while others variable which is green packaging, eco-label and green corporate perception have negative result in influence on green purchase intentions. In recent decades, environmental issues have been widely recognized and discussed. The lack of knowledge and concern towards environment creates harmful situation in Malaysia and around the world and many issues about environment was happen day by day such as pollution, death of animal and many more. Thus, the main objective of this research is to identify which variables (green packaging, green product value, eco-label, green corporate perception and green advertising) have impact on green product influencing on green purchase intention. Sampling technique used for this research is Simple random sampling technique due to probability sampling method used. From the finding, green product value and green advertisement have positive significant relationship on green purchase intention while the other variables (green packaging, eco-label, green corporate perception) has negative relationship. The most influential factor on green purchase intention are green product value.